

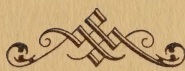


Shaletex

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Face Brick

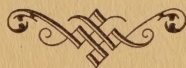
THE STANDARD OF VALUE IN SHALE FACE BRICK

750
9/2/82



A short talk on the beauty and economy of Shaletex Face Brick, with a description of the complete Shaletex line. Copyright 1927 by the Streator Brick Company of Streator, Illinois.

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"We simply must have....

—a two-car garage!"—"Two baths!"—"Built-in features in the kitchen!"—"Plenty of light"—and everybody who hears about it mentions another detail that you can't do without, until the prospective home builder realizes that all these things won't go into the kind of house he wants, and they certainly won't go into the price he has set as a limit.

Then the weighing of features against costs begins, and continues far into the night. This must go in, and that we can get along without. Maybe a less costly something-or-other here will save enough to let us have this expensive addition there.

Nobody is more ruthless in this trimming process than the successful professional builder who plans to sell his houses as quickly as he gets them finished. His costs are fixed, he knows from experience what buyers really want. So it's interesting to notice that the most successful builders of this kind very rarely try to take a saving in the cost of really first-class face brick.

*Does the finest
face brick
really add to
construction
cost?*

In the first place the possible saving is quite small. Shaletex, the finest of shale face brick, is but little—often no higher—in cost than an ordinary face brick. There is perhaps no other material in which the difference in cost between the finest quality and ordinary quality is so small as it is in face brick. It is accurately estimated that the increased cost of building with Shaletex will never in-

crease the cost of any building by more than a fraction of 1 % which, when spread over the life of a brick building becomes an insignificant amount per year.

It requires just as much labor and just as much mason materials to build a wall of ordinary brick as of high quality brick. The beautiful Shaletex Face Brick would add at most only a small part of 1 % to the cost of the building—bringing with its superior quality all the advantages of brick perfection and lasting beauty.

Use of a beautiful, high-quality brick like Shaletex immediately makes a home stand out from its neighbors and gives it a distinctive personality. The expenditure of the few dollars necessary for the best quality brick unquestionably adds hundreds, perhaps thousands, of dollars to the sale value. It is a significant fact that the best realtors and builders who construct new houses to sell are the most consistent users of fine quality face brick for the simple reason that there is hardly any other way in which a house can be made outstandingly attractive with so small an additional cost.

Added to the initial increase in value which the use of Shaletex brings to the house must be considered the fact that this brick will hold its beauty throughout the years and grow even more attractive as time passes. Shaletex grows old gracefully, retaining all its original charm and beauty unmarked by the passing years.

Practically every face brick today meets the primary requirements of strength, hardness, and physical uniformity. The factors on which the discriminating home owner will

*Substantially
increased value
at slight
additional cost*

*Quality
demands
more than
structurally
sound brick*

base his choice of face brick have to do with other and more complicated qualities, involving color, texture and artistic harmony.

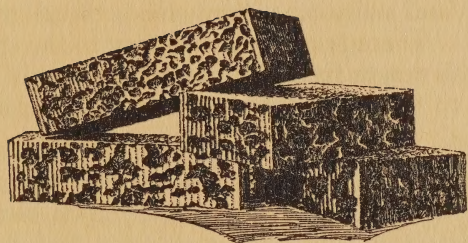
*Pleasing
natural color
harmony*

The striking difference between Shaletex and any other face brick is apparent at the first inspection. The colors produced in the various styles of Shaletex Brick are all natural colors burned into the famous Streator shale, always as uniformly pleasing as the natural foliage and flower colors found in the forest. Because these colors are those of Nature, they blend in perfect harmony with any surroundings and they are pleasing and attractive year after year. They are all absolutely permanent and most important of all they are the kind of colors which grow more attractive with long association.

*Streator shale
is famous*

The strikingly beautiful range of colors and the exceptionally high physical qualities of Shaletex Brick have made the Streator shale deposits famous for years. We have devoted over a quarter century to the development of scientific accuracy and the most modern methods and equipment for producing beautiful textures and colors in Shaletex Brick. The big Shaletex plant is a model for the industry.

Quality in Shaletex Face Brick means perfection of manufacture; rich, distinctive color; attractive textures; great strength and hardness; unusual care in grading, packing and shipping; and most important of all, the fact that the original beauty of Shaletex is maintained undimmed throughout years of exposure in the wall.



The Distinctive Embossed Texture

Shaletex Bo-Kay.....

Bo-Kay Face Brick fills the modern demand for color with a rich, harmonious blend of natural shades made more beautiful by the strength and character of the exclusive Embossed texture.

*Remarkable
range of
rich color*

Deep purples, maroon, rich greens, bronze, and bright buff tones are combined with lighter shades of red, russet, and lilac, and many other harmonious blends in delicate gradations. There is an infinite variety in the shading of color, which ranges from the beautiful colors of the flower garden to the richest shades of the autumn forest.

As the name "Bo-Kay" implies, here are all the colors of a real flower garden in full bloom, running the gamut of shades from dahlia, aster, holly-hock blossoms; maroon, scarlet, and rose reds; mahogany and tobacco browns; lilac purples and buff shades; olive, maple and moss greens. Many of the individual brick have several distinct colors in delicate combinations and shadings.

*Colors blend
in perfect
harmony*

In every beautiful blend of brick colors, the reds are the necessary brilliance and life of the mixture. The reds in Bo-Kays include some of the richest and darkest shades ever produced in burned brick, spreading from maroons to rose, to purple reds. These brighter color values appear in different sizes and different parts of the brick faces, shading gradually into the other colors, making an endless variety of color combinations.

The colors are entirely developed in the firing operation, without the addition of artificial coloring medium either

The brick of unmatched color distinction

before or after the firing. Every color is fused into the brick at high temperature so that every delicate shade is absolutely permanent.

The distinctive Embossed texture adds to the color value and unusual beauty of Bo-Kay Face Brick. The deep shadow spaces, the variation in tones produced by the play of light and shadow explains why no other face brick even approaches the color harmony and range of Bo-Kay. Bo-Kay looks well from every angle, at any hour of the day—ever changing, never tiresome.

*Strong,
characterful
texture*

Black mortar accentuates the brilliance of color, producing a very rich effect. Red mortar gives a very striking appearance, redder and brighter than when black is used. Buff joints give a soft and lighter tone to the wall, while pure white gives a sparkling brilliance.

No color selection is necessary; if the mason lays Bo-Kays just as they come to him the effect will be that of a rich tapestry full of gorgeous shadings. Because the individual colors and the combinations are all absolutely natural the color harmony is perfect. These colors cover a range that is a constant delight to the artistic eye, and the perfect blending enhanced by the unique Embossed texture gives a wall which will add an air of distinction to any home.

Shaletex Embossed.....

*Embossed
texture—for
distinctive
wall effects*

The Embossed texture is an exclusive Shaletex development, full of individuality and character. The rough strength of texture adds to the warmth and brilliance of the colors and the play of light and shadow. It produces a unique and distinctive wall surface, never lacking charm even on the dullest winter days when the light is cold and monotonous. At a little distance the effects become almost velvety.

The Embossed texture is the result of many years' experience in brick making, and is a patented development exclusive to the Shaletex line. Shaletex Embossed has all the artistry of the hand-made product, since the texture varies on the face of each individual brick. There are no duplicates, eliminating the monotony common to rough textures where the irregularities are uniform with each brick.

*Shaletex
Embossed
grows old
gracefully*

The Shaletex Embossed surface is one of the few rough surfaces which washes clean and stays beautiful with the passing years. This is an important consideration in most modern cities where the colorful charm of a wall may easily disappear if the surface is inclined to hold dirt and soot.

*Texture adds
richness to a
dark-toned wall*

Shaletex Embossed is particularly effective wherever it is desired to use the darker colors in the wall. Uniform shades are attractive because the shadowy texture brings out the full character of the color under any lighting conditions.

A texture of remarkable beauty in five harmonious colors

Shaletex Embossed is furnished in colors from blue-black to clear reds, with all the variations of browns between. These colors are sorted into the following five shades:

- No. 769—blue black;
- No. 768—seal brown;
- No. 759—red hearts, brown edges;
- No. 765—copper brown;
- No. 761—clear red.

Each shade has some range of colors, red and black being more uniform than the other shades. Any two or more shades may be blended to produce any desired color combination. When ordered in mixtures, the most desirable effects will be had by laying the brick just as they come to the mason.

*Any
desired
color
combination*

The beautiful color effects of this brick make it adaptable to light color mortars as well as dark. Darker contrasting colors tend to increase the color in the wall, while the lighter shades tend to soften the tone.

Shaletex Embossed will appeal to those who love the outdoors—to those who select their possessions carefully and intend to use them and live with them—to the man or woman who would rather breast the wind in a tramp across the fields than stay indoors.

Shaletex Ruggs.....

*A texture that
has long been
a favorite*

This brick has a vertically scored face which is one of the most popular of all brick textures. The Shaletex method of producing this texture is the result of many years' experience and produces a tapestry effect of unequalled depth and richness. It gives a wall of even, uniform texture but at the same time avoids any appearance of flatness since the scoring fills the surface of the brick with tiny shadows which absorb the light and give a deep velvety quality to the color.

Shaletex Ruggs are furnished in colors from blue-black to clear red, with all the variations of browns between. These colors are sorted into the following five shades:

No. 709—blue black;

No. 708—seal brown;

No. 719—red hearts, brown edges;

No. 705—copper brown;

No. 701—clear red.

Each shade has some range of colors, red and black being more uniform than the other shades. Any two or more shades may be blended to produce any desired color combination. When ordered in mixtures, the most desirable effects will be had by laying the brick just as they come to the mason.

*Solid colors or
mixtures
prove equally
charming*

When a single shade is used it gives a wall with a fine appearance of solid color but with only enough variation to produce a pleasing effect. Delightful effects may be pro-

A texture of unique charm with a rare color quality

duced by a mixture of any or all of the above shades, the range of tone producing a fine color harmony.

Shaletex Ruggs are a perfect all-purpose type of face brick, neither too uniform nor too variegated in texture or in color to be out of place in any kind of structure. This quality has made it the choice of architects for buildings of all types. Its dignity and richness of color make it ideal for the large structure, while the warmth of tone and the pleasing soft quality which it produces gives walls of individual charm. Practically any color mortar may be used with good effect. With buff mortar the full effect of the warmness is maintained and, although black mortar is not generally recommended for the finer texture brick, it may be used with some of the darker shades in Shaletex Ruggs.

*An all-purpose
brick that has
real distinction*

One of the desirable features of this brick is its ability to resist staining due to the action of dirt and smoke in the air. The peculiar quality of the famous Streater shale results in a surface which is truly remarkable for its ability to wash clean and remain free from dirt. This gives the owner the assurance that his walls will not lose color and become uninteresting as they grow old. It is a quality of especial merit in cities and adds a real factor of value to the house by keeping its colors bright and attractive year after year.

*A remarkable
freedom from
the effects of
dirt*

Shaletex Colonials.....

Shaletex Colonial Brick are the standard smooth surface face brick for the formal types of structures, for terraces, retaining walls, entrance paving, decorative effects, garden walls, etc. They have been successfully used by the foremost architects and builders for over a quarter of a century.

The colors are the peculiar shades of red and gun metal which are architecturally correct for Colonial buildings. There is just sufficient variation in color to avoid monotony.

*A choice of
round or
square edges*

Colonials are furnished with either square edges or round edges, the effect of the round edge being to cast a slight shadow at the joint and thereby increase somewhat the depth of wall texture. Colors are clear reds, red hearts with brown edges, and a rich, dark gun metal.

*Hints for
correct mortar
usage*

Colonial Brick should be laid with at least a quarter inch mortar joint which may be recessed or rodded. A pleasing effect with the square-edged brick is made by using a rough-cut joint flush with the edge of the brick.

Smooth surfaces in colors that are architecturally correct

The mortar color should always show some contrast with the brick, although here again, there is a wide range of shades and the effect may be varied to suit the style of architecture or the tastes of the owner.

Colonials are sorted as follows:

	Square Edge	Round Edge
Clear red.....	720	750
Red hearts, brown edges.....	725	740
Gun metal.....	730	799

Shades of either style can be mixed in any proportion.



Standard Mixtures.....

The five shades of both Shaletex Embossed and Shaletex Ruggs have been used in every conceivable combination, the extremes of color sometimes including strong contrasts, more frequently blending into harmonious color combinations, some with red as the prevailing effect, some with browns. Out of this experience several mixtures have become standard as representing the most frequently desired color ranges.

Streator Mixture

Some years ago a prominent architect blended our colors to suit his own artistic fancy, producing a rich, impressive proportioning of four shades which has attained an unusual popularity. This Streator Mixture is the most frequently selected shading, with the single exception of Shaletex Bo-Kay. It is equally attractive in either Rugg or Embossed textures.

The seal browns, copper browns and red hearts enter into Streator Mixture in nearly equal proportions, with a small percentage of black brick. The browns give the essential dark background, while the red hearts give color, brightness and life to the wall. The full black brick add the desired contrast with the reds.

These shades are carefully proportioned and mixed at the plant while being loaded into cars. The regular, natural handling of the brick brings them to the mason perfectly blended and they should be laid just as they come to produce the very best wall color effect.

Shaletex Embossed and Shaletex Ruggs

Old Rose Mixture

To emphasize the rose-colored red shades and to give a soft pastel effect, we have produced the newer and extremely popular Old Rose Mixture. In this color combination the Rose Red shades predominate. Many of these red brick are bordered with light browns, while others have various shades of light green edges. An occasional light buff brick, with about one dark brown in six, enriches the prevailing colors by contrast.

The Old Rose Mixture has proven effective in chocolate raked mortar joints, in red, light buff, and natural grey. The colors are equally attractive in either Rugg or Embossed textures.

Miscellaneous Mixtures

When full range mixtures are ordered without specified proportions all five shades are included, with somewhat fewer reds and blacks than the other three shades.

Bo-Kays are made only in the Embossed texture and supplied only in the regular range of colors. Individual Bo-Kay colors are not available for shipment separately sorted.

In either Shaletex Ruggs or Embossed, blended combinations of the regular shades may be made in any proportions desired, to meet the requirements of owner or architect.

Seconds, Common Brick and Culls

In maintaining the unusually high standards of Shaletex quality there are produced a certain proportion of hard-burned brick which are warped in the burning or chipped in handling. These are sorted out and classed as either seconds or culls.

Seconds are available in Bo-Kays, Full Range Ruggs, and Full Range Embossed. These brick have only minor defects of texture or lack of straightness, and possess ~~the same~~ beautifully blended colors as full range of first quality. They are particularly adapted to side and rear walls, or upper walls above the eye-line. At a lower cost they will match the color effects of the regular first quality Shaletex Brick. When laid with a flush-cut joint, or with a rodded joint the defects are hidden a few yards away.

Culls are hard-burned brick below the grade of seconds. These are good commons wherever hard brick are wanted. While some are crooked and others chipped, each can be laid in the wall satisfactorily. They are regularly piled with Ruggs, Embossed and Smooth brick all together as they accumulate at the plant. Sometimes a single texture (but not color) can be sorted out for skintled mason work.

Red shale common brick are available in two grades: No. 1 Builders, and No. 2 Builders.

The No. 1 Builders, Shaletex Chimney Brick, are all smooth face, square-edged red brick. They are hard enough to withstand frost and may therefore be used for chimney tops, or wherever an extra good common brick is required. The No. 2 Builders are lighter, salmon burned brick from the bottom courses of the kilns. The color is light red, and they are regularly furnished in mixed textures of Rugg, Embossed and Smooth, just as they accumulate. They are excellent for inside mason work, and wherever a regular common brick would be used.

Packing. All Shaletex Brick except No. 2 Builders and Culls are carefully packed in straw for shipment.

STREATOR BRICK COMPANY, Streator, Illinois.



Mingled Copper Brown and Seal Brown Shaletex Rugs

Laid in $\frac{5}{8}$ inch chocolate mortar joint, raked back

This blended combination ranging from Red-Copper or Bronze Brown to the rich dark Seal Brown is truly an "all purpose" face brick. Color variation and texture are just sufficient to produce a pleasing tapestry effect in either large or small wall surfaces.

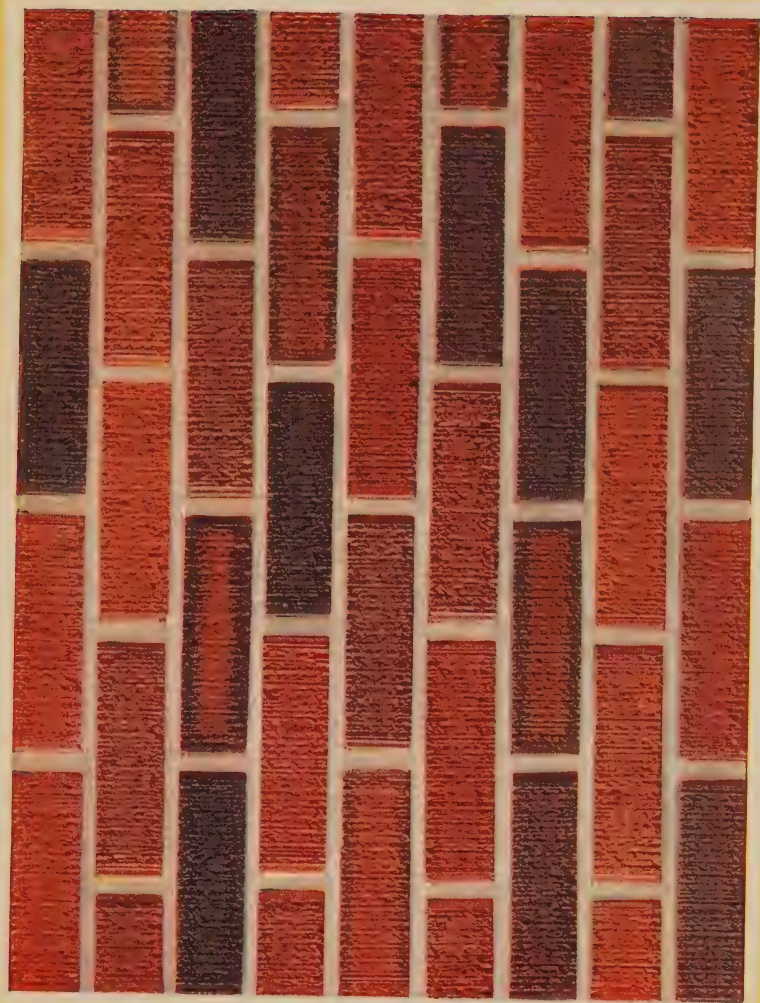
Notice especially the dignity of the Shaletex Rug texture and the perfection of finish in these brick. Shaletex Rug texture is distinctive and individual, giving the moderately rough texture suitable to any type of building.

Shaletex Rugs can be laid in any one of several colored mortar joints, producing moderate variation in the general effects secured. Other panels in this collection will indicate the difference caused by the different mortar colors.

Exactly the same color mixture is available in Shaletex Embossed. Note that Shaletex Rugs are also furnished in Streator Mixture, Old Rose Mixture, single shades, or any special mixture to order.

STREATOR BRICK COMPANY, Streator, Illinois

Shaletex—the standard of value in shale face brick



Full Range Shaletex Rugg

Laid in $\frac{5}{8}$ inch white mortar joint, raked back

The full range of colors found in this mixture of Shaletex Rugg Brick includes clear red, copper brown, red heart with brown edges, seal brown, and blue-black. The bright mixture of coloring gives the building wall the subtle charm of rich, old tapestry.

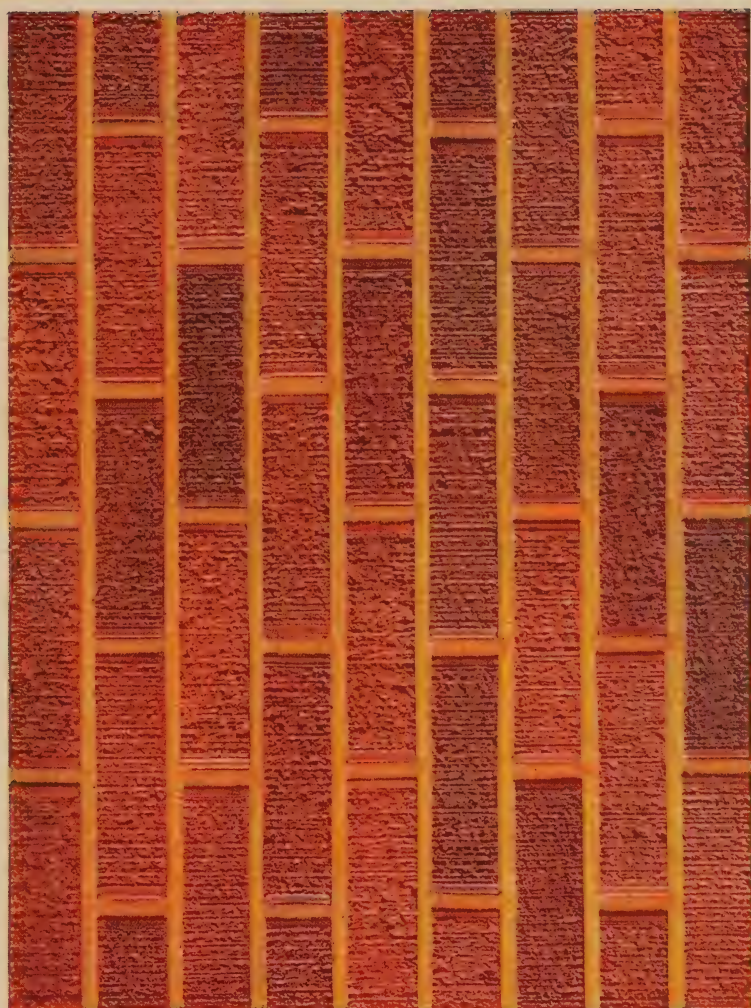
Notice especially the dignity of the Shaletex Rugg texture, and the perfection of finish in these brick. Shaletex Rugg texture is distinctive and individual and gives the moderately rough effect so desirable in modern architecture.

These brick can be laid in any one of several colored mortar joints, the white, cream, or light buff being most popular. The Rugg texture is not particularly suited to smooth mortar joints, and mortar color should show some contrast with the brick.

Note that Shaletex Rugg Brick is furnished in the standard Old Rose Mixture and Streator Mixture, as well as in full range, single shades, or special mixtures to order.

STREATOR BRICK COMPANY, Streator, Illinois

Shaletex—the standard of value in shale face brick



Copper Brown Shaletex Rugg

Laid in 1/2-inch light buff mortar joint, raked back

The variation of color in the Copper Brown Shaletex Rugg Brick (shade 705) is sufficient to avoid any suggestion of flat color wall surfaces, ranging from bright copper to the darker shades of copper long exposed to weather.

Other attractive effects can be secured with Seal Brown in combination with other shades of Shaletex Rugg. Such mixtures afford an infinite variety of choice proportioned to suit the desires of owner and architect.

Notice especially the dignity of the Shaletex Rugg texture and the perfection of finish in

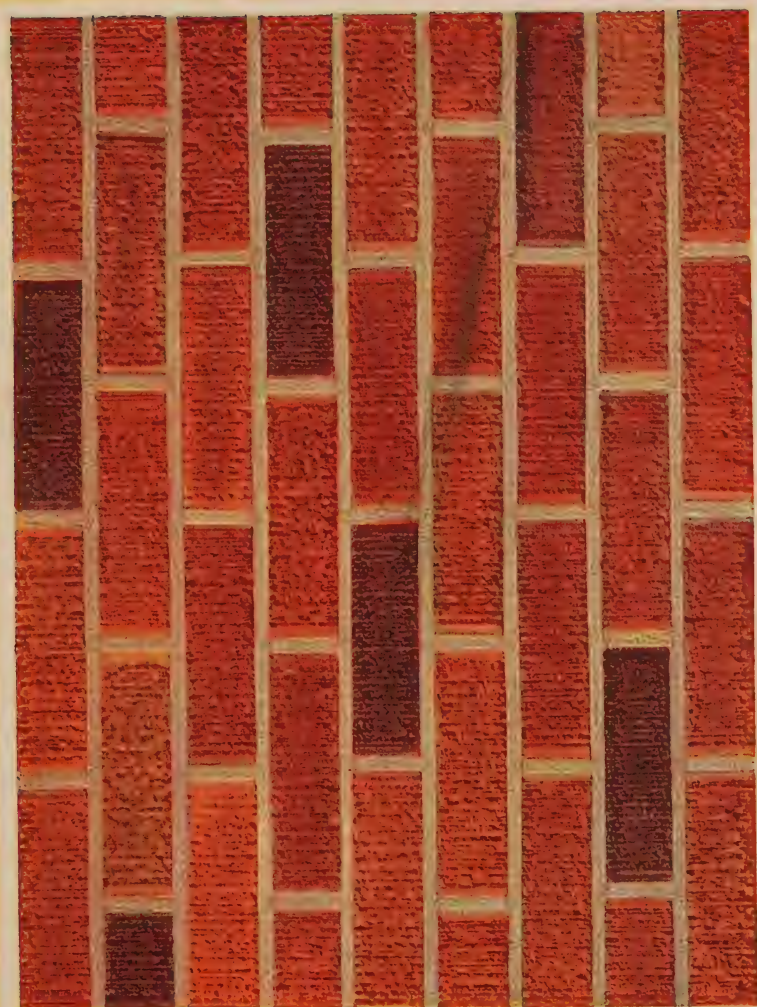
these brick. The roughness is moderate, yet the shadows are strong enough to produce the texture effect so desirable in modern architecture.

Buff mortar gives a decidedly light, warm and attractive appearance. It may be darkened by using chocolate mortar. The color tone is too light for black mortar, and not red enough for white, so that these joints are not recommended.

Note that Shaletex Ruggs are furnished also in Streator Mixture, Old Rose Mixture, single shades, or any special mixture to order.

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Shaletex—the standard of value in shale face brick



Old Rose Mixture Shaletex Rug

Laid in $\frac{1}{2}$ -inch cream mortar joint, cut flush

This standard mixture is a light blending of rose reds, light red hearts, buffs, and brown producing pastel effects which have proven extremely popular. Approximately half the total quantity are light red hearts in which there is some variation in the degree of red center and dark edging. One quarter is rose red, and the remaining quarters seal brown, copper brown and light buff, all thoroughly mixed.

Notice especially the dignity of the Shaletex Rug texture and the perfection of finish in these brick. Shaletex Rug texture is distinct-

ive and individual, giving the moderately rough texture effect suitable to any type of building.

Cream mortar gives a bright and strong effect. White, buff, chocolate are some of the other colors which may be used. Other panels in this collection will indicate the differences caused by the different mortar colors.

Old Rose Mixture is also obtainable in the Embossed texture. Notice that Shaletex Rugs are furnished also in Streator Mixture, full range, single colors or any mixture to order.

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Shaletex—the standard of value in shale face brick



Full Range Shaletex Colonial

Laid in gray mortar joint, cut flush

The full range of Shaletex Colonials is composed of three standard shades, Clear Red, Red Hearts with brown edges, and Gunmetal. Red Hearts have a considerable variation in the proportions of the red center and brown edges, blending the clear red and the gunmetals.

Shaletex Colonials are also furnished with rounded edges and rounded corners, in the

same colors as the square edge and sharp corner style.

Shaletex Colonials should be laid with a mortar joint at least one-quarter inch thick. With the square edged Colonials the joint may be rough or smooth; with round cornered Colonials the joint should be rodged smooth.

Note that either Shaletex square or round corner Colonials will be furnished in single shades or any combination of shades to order.

STREATOR BRICK COMPANY, Streator, Illinois

Shaletex—the standard of value in shale face brick



Streator Mixture Shaletex Embossed

Laid in chocolate mortar joint, raked back

The Streator Mixture, as shown here, is a rich, impressive blending of four shades, originally proportioned by a well-known architect, and has been for ten years our most popular mixture, exceeded only by Bo-Kay. The Streator Mixture has a small percentage of black brick, with the balance of the mixture equally divided between Seal Brown, Copper Brown, and Red Hearts to add life and brilliance.

The Embossed texture is an exclusive development produced only in Shaletex Brick. Its rough, strong texture has a character that is distinctive and individual. A wall of Shaletex Embossed retains its strength and character

even when viewed from a considerable distance.

Shaletex Embossed can be laid in any one of several colored mortar joints, producing a moderate variation in the general effect secured. Other panels in this collection will indicate the differences caused by the different mortar colors.

Mortar joints should be at least one-half inch thick and should be left rough, either cut flush or raked back.

Note that Shaletex Embossed is furnished also in Old Rose Mixture, single shades, or any special mixture to order.

STREATOR BRICK COMPANY, Streator, Illinois

Shaletex — the standard of value in shale face brick



Seal Brown Shaletex Embossed

Laid in $\frac{5}{8}$ inch black mortar joint, raked back

While this Seal Brown shade is sorted as a single shade (768) there is a considerable variation in the color which is evident when individual brick are compared side by side. The color differences are sufficient to avoid an exact sameness in the wall, producing a very pleasing effect.

Other attractive effects can be secured with Seal Brown in combination with other shades of Shaletex Embossed. Such mixtures afford an infinite variety of choice proportioned to suit the desires of owner and architect.

The Embossed texture is an exclusive development produced only in Shaletex Brick. Its rough, strong texture has a character that is distinctive and individual, bringing high lights

and shadows to enrich the natural colors in this brick.

Shaletex Embossed can be laid in any one of several colored mortar joints, producing moderate variation in the general effects secured. Other panels in this collection will indicate the differences caused by different mortar colors.

Mortar joints should be at least one-half inch thick and should be left rough, either cut flush or raked back.

Note that Shaletex Embossed Brick are furnished also in Streater Mixture, Old Rose Mixture, single shades or any special mixture to order.

STREATOR BRICK COMPANY, Streator, Illinois

Shaletex—the standard of value in shale face brick



Shaletex Bo-Kay

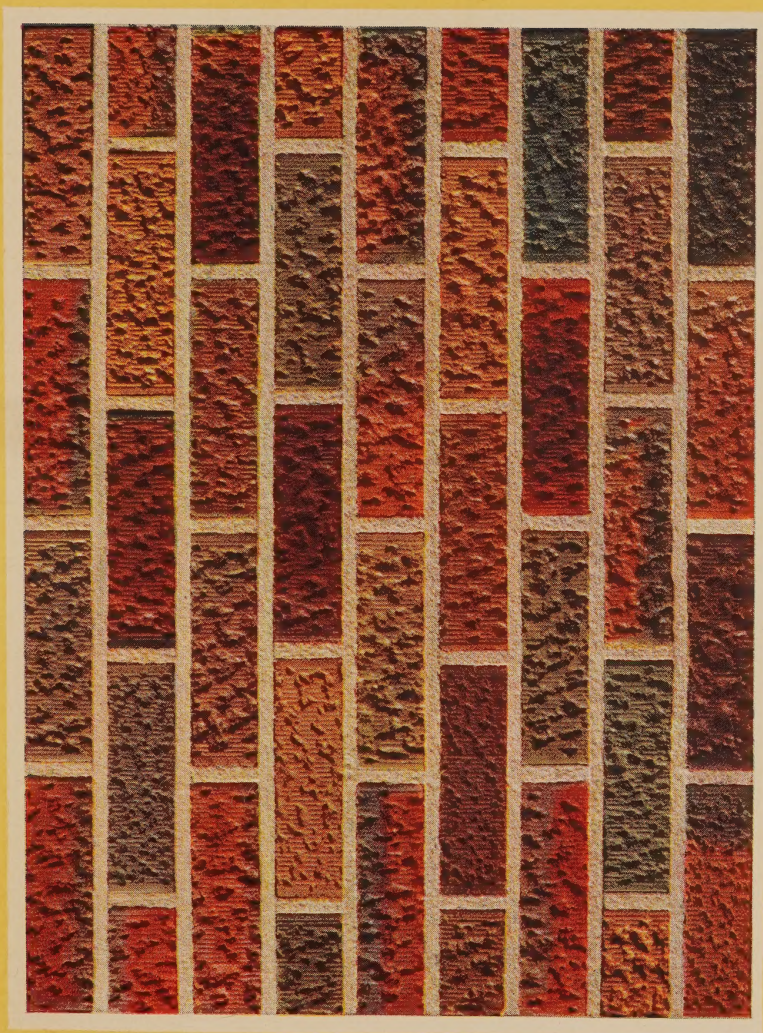
Laid in $\frac{5}{8}$ -inch black mortar joint, raked back

The rich alluring blend of Nature's colors and the distinctive individuality of the Embossed texture, emphasized by black mortar, combine to make a wall of character, not only at close inspection but at long range. The natural flower and foliage colors found in Bo-Kay include olive green, russet, moss green, purple, buff, lilac, mahogany brown, rose, tan, seal and many others. Three or more colors often appear in the same brick in delicate shadings. Note the examples of combined colors on many of the brick. Natural colors that blend with shrubbery and trees, strong rough texture that holds its character even at

a distance, are combined in Shaletex Bo-Kay. Bo-Kay Brick can be laid in several colors of mortar. White, cream, or buff mortar blends and softens the Bo-Kay colors, producing a soft, mellowed effect. Black enhances the richness of Bo-Kay coloring. The choice of mortar color will depend upon the setting for the building, the architectural style and the taste of the owner. See other print showing Bo-Kays in cream mortar. Shaletex Bo-Kay is not sorted to single or standard mixtures. Sorting would destroy the natural effects produced by the perfect blending of colors.

STREATOR BRICK COMPANY, Streator, Illinois

Shaletex—the standard of value in shale face brick



Shalex Bo-Kay

Laid in $\frac{5}{8}$ -inch cream mortar joint, cut flush

The full brilliance of the wide range of natural colors of Bo-Kay Brick is brought out with this combination of cream mortar joint. Shalex Bo-Kay approaches the artistry of the hand made product where all the brick are similar, but never two exactly alike. The beautiful colors of the flower garden, all the brilliance of the autumn forest are combined in the natural coloring found in Bo-Kay, the range of individual shades being limited only by the ability of the observer to name the colors. Since the colors are perfectly natural,

the combinations of two or three colors in a single brick are also perfectly natural and always harmonious.

Shalex Bo-Kays have been effectively used with many different colors of mortar and the choice will depend upon individual taste, with the style of architecture and the surroundings in mind. See other print showing Bo-Kays in black mortar.

Shalex Bo-Kays are made only in the full range of natural colors as shown in this panel.

STREATOR BRICK COMPANY, Streator, Illinois

Shalex—the standard of value in shale face brick

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